



COUNTY OF SAN DIEGO
Great Government Through the General Management System – Quality, Timeliness, Value
DEPARTMENT OF HUMAN RESOURCES

CLASS SPECIFICATION

CLASSIFIED

GRAPHIC DESIGN SPECIALIST

Class No. 003824

■ CLASSIFICATION PURPOSE

Under direction, to design a wide variety of graphic artwork and graphics for visual communications media; to confer with clients on objectives, presentation approaches, styles and production factors, layouts and printing; and to perform related work as required.

■ DISTINGUISHING CHARACTERISTICS

Graphic Design Specialist is distinguished from Graphic Supervisor in that the latter class supervises work of a more technical nature and requires specific technical drawing skills. Graphic Design Specialist is distinguished from Graphic Artist in that the former has greater responsibility for formulating artwork concepts using various art media, and the latter prepares general artwork for County of San Diego publications. Graphic Design Specialist is distinguished from Graphic Designer, in that the former class is responsible for formulating artwork concepts using various media, whereas the latter is responsible for creating and overseeing artwork concepts for the County Television Network.

■ FUNCTIONS

The examples of functions listed in the class specification are representative but not necessarily exhaustive or descriptive of any one position in the class. Management is not precluded from assigning other related functions not listed herein if such duties are a logical assignment for the position.

Essential Functions:

1. Formulates concepts and implements layout designs for artwork and copy for the Chief Administrative Officer, Board of Supervisors, County departments, and other governmental agencies.
2. Confers with employees of County departments regarding project budget, background information, objectives, presentation approaches, styles, printers, techniques and other production factors.
3. Determines size and arrangement of materials and copies based upon available spaces, layout principles and aesthetic concepts.
4. Uses personal computers, graphic software programs, printers, t-squares, knives, and other graphic art tools to create hard copy drawings, mock-ups, sketches, and prototypes; develops final graphic designs and related artwork for visual communications media.
5. Researches, selects and secures suitable illustrative or photographic materials for developing visual communications media.
6. Determines if printing and binding projects should be completed in house or by vendors; coordinates and schedules the printing of graphic art displays, reports, and other documents.
7. Serves as a consultant to departments for graphics and artwork projects.
8. May schedule and coordinate work with other graphic design staff for the County Television Network.
9. May assist employees by drafting designs for annual reports, covers, books, brochures, displays, logos, certificates, and other county generated publications.
10. Provides responsive, high quality service to County employees, representatives of outside agencies and members of the public by providing accurate, complete and up-to-date information, in a courteous, efficient and timely manner.

■ KNOWLEDGE, SKILLS, AND ABILITIES

Knowledge of:

- Graphic design concepts and layout techniques.
- Principles, tools, techniques, and software pertaining to art media, graphics, and general office operation.
- Advanced level computer hardware operation and use.
- Advanced level computerized graphic programs.
- Broadcast and computerized programs used to create graphics.
- Reproduction techniques used to photograph, print, and copy displays or media.
- Methods and techniques of photography including operation and use of 35 millimeter and digital cameras and photographic software.
- Telephone, office, and online etiquette.
- County customer service objectives and strategies.

Skills and Abilities to:

- Analyze requests, recommend, and create work products.
- Safely use computer software programs and graphic art tools and equipment to produce work products.
- Apply all types of media in order to produce a wide variety of graphic artwork and graphics for visual communications.
- Evaluate work to be done and recommend means to accomplish the jobs including outsourcing.
- Organize and prioritize a high volume of work using multi-tasking techniques.
- Maintain confidentiality of departmental information that may be personal and sensitive in nature.
- Communicate effectively orally and in writing.
- Establish effective working relationships with County management, employees, representatives of outside agencies, and members of the public representing diverse cultures and backgrounds.
- Treat County employees, representatives of outside agencies and members of the public with courtesy and respect.
- Assess the customer's immediate needs and ensure customer's receipt of needed services through personal service or referral.
- Exercise appropriate judgment in answering questions and releasing information; analyze and project consequences of decisions and/or recommendations.

■ EDUCATION/EXPERIENCE

Education, training, and/or experience that demonstrate possession of the knowledge, skills and abilities listed above. An example of qualifying education/experience is: an Associates degree or a Certificate of Achievement from an accredited or recognized college, technical school, or vocational school in graphic design, graphic arts, or equivalent field, and two (2) years of professional experience in graphic arts, advertising, layout, and/or design.

■ ESSENTIAL PHYSICAL CHARACTERISTICS

The physical characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of the classification. Reasonable accommodation may be made to enable an individual with qualified disabilities to perform the essential functions of a job, on a case-by-case basis.

Continuous upward and downward flexion of the neck. Frequent: sitting, repetitive use of hands to perform simple and power grasping, and to operate computers, printers, graphic art tools and equipment, copiers, and telephones. Occasional: walking, standing, bending and twisting of neck, bending and twisting of waist, squatting, reaching above and below shoulder level, and lifting and carrying display boards, portable podiums, projectors, laptops, and other items weighing up to 30 pounds for a distance of up to 100 yards.

■ SPECIAL NOTES, LICENSES, OR REQUIREMENTS

License

A valid California class C driver's license, which must be maintained throughout employment in this class, is required at time of appointment, or the ability to arrange necessary and timely transportation for travel. Employees in this class may be required to use their own vehicle.

Registrations/Certificates

None required.

Working Conditions

The primary work places are in an office environment or a print shop. Travel may be occasionally required to locations within the county. Work involves frequent exposure to computer screens. Work may involve frequent exposure to tools with sharp edges and blades, printing inks, paint, spray adhesives, cleaning solvents, and other chemicals. Employees may be required to wear gloves or visual protective gear.

Background Investigation

Must have a reputation for honesty and trustworthiness. Misdemeanor and/or felony convictions may be disqualifying depending on type, number, severity, and recency. Prior to appointment, candidates will be subject to a background investigation.

Probation Period

Incumbents appointed to permanent positions in this class shall serve a probationary period of 12 months (Civil Service Rule 4.2.5).

New: November 5, 1999
Revised: October 1, 2002
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